

## The 22<sup>nd</sup> EMITT Tourism Exhibition Has Opened its Doors

The East Mediterranean International Travel and Tourism Exhibition (EMITT), one of the top five tourism exhibitions in the world, opened its doors for the 22nd time at the TÜYAP Fair, Convention and Congress Center.

The opening ceremony of the exhibition was attended by ITE Turkey's Tourism & Travel & Fashion Group Director Hacer Aydın, ITE Group's Regional Director Vincent Brain, the President of the Turkish Tourism Investors Association (TTYD) Oya Narin, the President of the Turkish Hoteliers Federation (TÜROFED) Osman Ayık, the President of the Federal Association of Germany's Tourism Sector Michael Frenzel, the former Secretary General of the United Nations World Tourism Organization Taleb D. Rifai, Governor of Istanbul Vasip Şahin, and the Minister of Culture and Tourism of Turkey Prof. Dr. Numan Kurtulmuş.

The East Mediterranean International Travel and Tourism Exhibition (EMITT), which will host a record number of foreign professional visitors this year, opened today at the TÜYAP Fair, Convention and Congress Center. EMITT, which brings together holiday routes from all over the world on the same platform in Turkey, is hosting 1,065 participants from 85 different countries in 10 halls on an area of 60,000 square meters.

One of the top five tourism exhibitions in the world, EMITT will allow for information to flow into the sector through panels titled "The Growth and Importance of Local Tourism," "The Future of Travel Agencies in Turkey," "A New International Trend: Gastronomy Tourism," and "Online Sales in Emerging Markets." During the EMITT Tourism Exhibition, exciting stage performances and stand activities will be held by the participants, and the exhibition will close on Sunday, January 28, 2018.

The East Mediterranean International Travel and Tourism Exhibition (EMITT), one of the top five tourism exhibitions in the world which is organized by ITE Turkey, is expecting more than 50,000 visitors this year.

Sponsored by the Ministry of Culture and Tourism of Turkey, the Istanbul Metropolitan Municipality, and Turkish Airlines, supported by KOSGEB, and in cooperation with the Turkish Hoteliers Federation (TÜROFED) and the Turkish Tourism Investors Association

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(TTYD), EMITT will be oriented towards tourism professionals on the first two days and holiday consumers on the last two days. Holiday consumers will be able to check out the holiday destinations of their choosing, have the opportunity to plan out their holiday routes according to their budget, and have access to “early reservation” deals.

## **Record interest in EMITT with more than 6,000 appointments and 600 tour operators from 106 countries**

Having drawn a record amount of interest this year, EMITT received 2,686 applications from hosted buyers from 106 countries. EMITT officials, who have handled the great interest of the tour operators with great care, approved the applications of 600 hosted buyers that will contribute to the country’s tourism and included exhibition participants in the specially created appointment system. As a result, it has been made possible for more than 6,000 appointments to be held throughout the exhibition.

Held for the 22<sup>nd</sup> time this year, EMITT offers a great advantage in promoting the country and adding momentum to the growth of the tourism sector and plays a significant role in encouraging the concept of going on holiday and benefiting from making early reservations. As a sort of sectorial school for both participants and consumers, EMITT will offer guidance for the sector this year, as well, by generating value for all participants and paving the way for the formation of partnerships and the sharing of useful information.

## **Prominent names in the sector and current topics are at EMITT**

EMITT, a sort of sectorial school for both participants and consumers, has once again been organized with rich content oriented towards the growth of the tourism sector. The first panel of the exhibition titled “The Development and the Importance of Domestic Tourism” will begin at 14:30 on Thursday, January 25, 2018. The panel will be moderated by the President of the Mediterranean Touristic Hoteliers Association, and the panelists will include Jolly Tur CEO Mete Vardar, ETS Tur Vice General Manager Suat Özbek, and Anı Tur CEO Veli Çılsal. The second panel of the day, “The Future of Travel Agencies in Turkey,” will begin at 16:30. The panel will be moderated by Former Tourism Minister Bahattin Yücel, and the panelists will include Chairman of the Board of Detur Group Firuz Bağlıkaya, SITE Turkey President Kerem Sipahiler, and Posta Newspaper Columnist Yazgülu Aldoğan.

On the second day of the exhibition, the panel titled “The New Trend in the World: Gastronomical Tourism” will be held at 11:00 and will be moderated by the President of the Gastronomical Tourism Association Gürkan Boztepe. The panelists will include Former Tourism Minister Bülent Akarcalı, Karaköy Güllüoğlu CEO Nadir Güllü, the General Coordinator of the Turkish Hoteliers Federation Necip Boz, Feriye Restaurant Chef Aydın Demir, and Haber Türk Deputy General Manager Erkan Ataman. In the afternoon of the second day, the panels

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titled “Creating Gastronomic Trademark Cities in City Marketing” and “Local Development and Tourism” will be held. On the last day of the exhibition, the topics of “Online Sales in Emerging Markets” and “Awareness About Gastronomy” will be discussed.

### **The meetings held at EMITT will determine the course of the tourism sector in 2018**

**ITE Turkey’s Tourism & Travel & Fashion Group Director Hacer Aydın** expressed that they had prepared content that would meet the expectations of professional visitors and of visitors who would like to take advantage of holiday deals and added that they have been growing steadily each year since their first event in 1999, coming so far as to make EMITT become one of the top five tourism exhibitions in the world.

Aydın also stated that they received several applications from countries including India, Indonesia, the Philippines, Russia, the Balkans, Italy, Bulgaria, and Greece and added that they meticulously evaluated the applications from these countries and other countries that have a high tourist potential and eventually selected a total of 600 tour operators to host in Turkey. Moreover, Aydın expressed that they would bring together tour operators and participants through the appointment system. The meetings held through this system will determine the course of the tourism sector in 2018. Lastly, she stated that just like in previous years, visitors will have access to early reservation deals in this year’s exhibition, as well.

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### **About ITE Turkey**

ITE Turkey is the Turkey office of ITE Group, the international exhibition company which organizes more than 240 exhibitions and conferences worldwide with 32 offices in 20 countries and more than 1,000 experienced personnel. ITE Turkey organizes leading exhibitions in the leading sectors of Turkey, and it consists of the companies **YEM Exhibitions**, **EUF – E International Trade Fairs**, and **Platform International Exhibitions**.

ITE Turkey, which organizes leading exhibitions in the sectors of *construction, tourism, cosmetics, food, railway technologies, rail systems*, and *logistics* draws its strength from the global network of ITE Group along with its experience in Turkey and the region. ITE Turkey creates new business, cooperation and purchasing opportunities in exhibitions by transferring its strong global network in the exhibition sector to each and every sector it is active in and supports the development of these sectors.

[www.ite-turkey.com](http://www.ite-turkey.com)

### **About EUF - E International Trade Fairs**

EUF A.Ş - E International Trade Fairs, a subsidiary of ITE Turkey, has been organizing exhibitions in the energy, construction machinery, food, furniture, stationery, promotion, water and wastewater treatment, tourism, rail systems and logistics industries since 1999. With ITE Group’s global information network, know-how and global partnerships, EUF A.Ş organizes the following events: [EMITT \(Eastern Mediterranean International Travel and Tourism Exhibition\)](#), [EURASIA RAIL \(International Railway, Light Rail Systems, Infrastructure and Logistics Exhibition\)](#), [ISTANBUL RAIL TECH \(Istanbul Railway Technologies Exhibition and Conference\)](#) and [WORLDFOOD ISTANBUL](#)

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(International Food Products and Technologies Exhibition).

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